

# TRANSACTIONAL SUPPLY CHAIN SYSTEM AND METHOD

## Cross-Reference To Related Applications

The present application is a continuation-in-part  
5 application of U.S. Patent Application Serial No. 09/872,846  
entitled TRANSACTIONAL SUPPLY CHAIN SYSTEM AND METHOD filed on  
June 1, 2001.

## Field

10 The present application generally relates to a  
transactional supply chain system and method and, more  
particularly, to a system and method for allowing transactions  
to occur at and between one or more stages along a supply  
chain while communicating these transactions to one or more  
15 participants in a real-time manner and for enabling the  
participants to trace the history of a product along the  
supply chain.

## Background

20 Producers, such as farmers, can subscribe to a grower-  
based system. A grower-based system enables a farmer to input  
information relating to the farmer's fields and crops. Such  
information can include what varieties of a crop are being  
grown, the quantity of the crops being grown, the location of

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the crops, any inputs applied to the crop and any farm technique to encourage growth or control weeds and insects. The grower-based system allows the farmer to manage the farm better, for example, to enhance the farm's yield. However, a variety of difficulties still exist for the farmer to gain value for the crop or livestock. These difficulties lie in limited information flow and market signals limited mainly to price and yield, with multiple tiers used in moving a product to market, the farmer is removed from understanding and coordinating inputs with value traits wanted by end-users, coordinating livestock needs with markets, and environmental and food safety compliance/traceability. A farmer, unless contracted, relies primarily on price markets to sell a harvest.

Once a crop is grown and harvested, the crop is stored, then transported to a processor that processes the crop. The processor is also faced with difficulties, including few information links with raw material producers beyond buy and sell relationships, unwanted, undesired or unmet commodity quality traits, inefficiencies due to a multi-tiered structure and inconsistency of supply, lack of information on how desired crops are grown and how to efficiently source the crops, excess inventory caused by lack of real-time data, poor verification and safety traceability which can lead to serious safety issues as seen with Mad Cow Disease and Starlink

issues, loss of product efficiencies due to lack of trait  
consistent traceable identification, environmental and food  
safety compliance, and, therefore, makes verifying brand  
claims difficult and creating new products from known  
5 ingredients harder.

Further, individuals or companies within a supply chain  
traditionally have been transacting business on a one-to-one  
basis, that is, communicating via telephone, fax, e-mail or  
in-person requirements, logistics, and terms for a purchase or  
10 sale to take place. For example, a producer wanting to do  
business with a first stage processor transacts business on a  
one-to-one basis with the first stage processor. In addition,  
the first stage processor transacts business with producers  
and manufacturers on a one-to-one basis or through some form  
15 of a buying group. The manufacturers then transact business  
with retailers, wholesalers, distributors, or other end-users  
who get products into the hands of consumers.

There is a need for a system and method that allows an  
individual or company within a supply chain to transact and  
20 manage business with one or more other individuals or  
companies within or outside the supply chain from a single  
web-based environment so that a collaborative supply chain can  
be created. Further, what is needed is a system and method  
for tracing ingredient history of products using the single  
25 web-based environment.

### Summary Of The Invention

An aspect of the present application provides for a tracking method for a supply chain having at least a first stage and a second stage. The method includes receiving first stage information and second stage information, the first stage information and the second stage information input at the second stage, processing the first stage information and the second stage information so that the first stage information is associated with the second stage information, and storing the first stage information and the second stage information in a database, wherein the stored first stage information and the stored second stage information are at least accessible at the second stage.

Another aspect of the present application provides for a tracking method for a supply chain having at least a first stage and a second stage. The method including receiving first stage agricultural information and second stage agricultural information, the first stage agricultural information and the second stage agricultural information input at the second stage, processing the first stage agricultural information and the second stage agricultural information so that the first stage agricultural information is associated with the second stage agricultural information, and storing the first stage agricultural information and the

second stage agricultural information in a database, wherein  
the stored first stage agricultural information and the stored  
second stage agricultural information are at least accessible  
at the second stage and at least one successive stage in the  
supply chain, and the first stage is one of a producer stage  
and a processing stage, and the second stage is one of a  
processing stage, a storage stage and a manufacturing stage.

A further aspect of the present application provides for  
a tracking method for a non-linear supply chain. The method  
includes recording a history of a first item traversing a  
first path of the non-linear supply chain, and recording a  
history of a second item traversing a second path of the non-  
linear supply chain, wherein the first path and the second  
path are a first output and a second output, respectively, of  
a multi-output stage in the non-linear supply chain.

A still further aspect of the present application  
provides for a tracking method for a non-linear supply chain.  
The method includes recording a history of a first item  
traversing a first path of the non-linear supply chain by  
associating first information applying to a first stage of the  
non-linear supply chain with the first item, the first path  
including the first stage and a second stage and the first  
information including at least one of quantity information,  
performance information and quality information, and  
associating second information applying to the second stage

with the first item, the second information including at least one of quantity information, performance information and quality information, and recording a history of a second item traversing a second path of the non-linear supply chain by associating the first information applying to the first stage of the non-linear supply chain with the second item, the second path including the first stage a third stage, and associating third information applying to the third stage with the second item, the third information including at least one of quantity information, performance information and quality information, and transmitting the first information, the second information and the third information to at least one individual of a plurality of individuals within or outside the non-linear supply chain, the first information, the second information and the third information informing the at least one individual about the history of the first item and the second item, wherein the first stage is a multi-output stage having at least outputs.

## **Brief Description Of The Drawings**

Fig. 1 shows an exemplary embodiment of a transactional supply chain system;

Fig. 2 shows an exemplary embodiment of a supply chain;

Fig. 3 shows an exemplary embodiment of a web page viewed by a

producer within a supply chain;

Fig. 4 shows an exemplary embodiment of a web page viewed by a producer within a supply chain;

Fig. 5 shows an exemplary embodiment of a web page viewed by a first stage processor within a supply chain;

5 Fig. 6 shows an exemplary embodiment of a web page viewed by a manufacturer within a supply chain;

Fig. 7 shows an exemplary embodiment for tracing the history of a product;

10 Fig. 8 shows an exemplary embodiment for tracing the history of a product;

Fig. 9 shows an exemplary embodiment for tracing the history of a product;

Fig. 10 shows an exemplary embodiment for tracing the history of a product;

15 Fig. 11 shows an exemplary embodiment for tracing the history of a product;

Fig. 12 shows an exemplary embodiment for tracing the history of a product;

20 Fig. 13 shows an exemplary embodiment for tracing the history of a product;

Fig. 14 shows an exemplary embodiment for tracing the history of a product;

Fig. 15 shows an exemplary embodiment for tracing the history of a product;

Fig. 16 illustrates an exemplary embodiment for tracing the history of a product including minor ingredients;

Fig. 17 illustrates an exemplary embodiment for originating traceability from a plurality of points;

5 Fig. 18 illustrates a non-linear embodiment of the present application; and

Fig. 19 depicts an exemplary seed tag.

### Detailed Description

10 Fig. 1 illustrates an exemplary embodiment of transactional supply chain system 100. Even though the following exemplary embodiments are explained with reference to the crop wheat and to a supply chain including a producer, such as a farmer, a first stage processor, such as a mill, and  
15 a manufacturer, such as a bakery, the present application can be applied to other items, for example, other varieties of crops, livestock, farm inputs, machinery products, and a host of other products or services used in the business of farming, processing, or distributing of agricultural products and food.  
20 In alternative embodiments, additional processors and corresponding processing stages can be incorporated into transactional supply chain system 100. Moreover, the present application is not limited to producers, processors and manufacturers, rather other stages can be included in  
25 transactional supply chain system 100 having respective



interfaces, such as one or more stages including seed companies, one or more stages providing storage and/or one or stages including companies providing inputs, for example, fertilizers.

5       The item wheat which is used as an example in the present application has a linear flow through a supply chain. The flow is considered linear because there is a single input and a single output at each stage. As noted above, however, the present application is applicable to other items, such as  
10 items that follow a non-linear or multi-linear flow, for instance, corn. A non-linear flow has one or more inputs and one or more outputs at a stage of a supply chain. Fig. 18 illustrates an exemplary non-linear flow of corn along supply chain 1800. The corn which is grown at farm 1805 from seed  
15 1830 progresses through elevator stage 1810, dry corn mill stage 1815, bakery stage 1820 and general manufacturer stage 1825. As can be seen in Fig. 18, dry corn mill stage 1815 processes the corn into corn flour, corn meal and flaking grits, bakery stage 1820 processes the corn flour and corn  
20 meal into dough and then bread, and cereal manufacturer stage 1825 processes the flaking grits into cooked grits and cereal.

Dry corn mill stage 1815 has three outputs, two of which are input to bakery stage 1820 and one of which is input to cereal manufacturer stage 1825, as shown in Fig. 18. Thus,  
25 outputs can have different purchasers and end-users. The

history of items traversing multiple paths due a non-linear supply chain are recorded in the same manner as will be described below for stages having single inputs and single outputs.

5        Fig. 2 illustrates an exemplary embodiment of a supply chain 200 including various participants, such as producers 210, storage or elevator facilities 220, first stage processors 230, manufacturers 240 and end-users 250. In the exemplary embodiments of the present application, participants  
10    can be either individuals or companies within or outside a supply chain. The participants of the supply chain 200 transact and manage business in a single web-based environment. As a result, in an exemplary embodiment, information can be shared up and down the supply chain 200 by  
15    all participants forming a collaborative supply chain and one or more participants can trace the history of one or more items or other items included therein.

Transactional supply chain system 100 shown in Fig. 1 includes one or more producer interfaces 105a...105n, producer  
20    server 120, database 135, one or more processor interfaces 110a...110n, processor server 125, database 140, one or more manufacturer interfaces 115a...115n, manufacturer server 130 and database 145. In an exemplary embodiment, producer interfaces 105a...105n, processor interfaces 110a...110n and manufacturer  
25    interfaces 115a...115n are one or more web pages and are coupled

to their respective servers via a wireless or land-line  
Internet connection. Producer server 120, processor server  
125 and manufacturer server 130 are coupled together such that  
an individual using any interface within transactional supply  
5 chain system 100 can gain access to any information stored on  
each database 135, 140, 145, creating a series of private  
networks based on the collaborative workings of all  
participants. In an alternative embodiment, individuals are  
restricted from gaining access to particular stored  
10 information. Transactional supply chain system 100 including  
three separate servers coupled to respective databases is  
merely illustrative. Accordingly, more or less servers and  
databases can be utilized and arranged in a variety of  
configurations, for example, a single central server coupled  
15 to one or more databases can be used in transactional supply  
chain system 100.

As shown in Fig. 1, producer interfaces 105a...105n are  
coupled to database 135 via producer server 120. A producer,  
for example, a farmer, inputs crop information relating to one  
20 or more crops, such as wheat, into database 135 via the  
respective producer interface 105a...105n. In an exemplary  
embodiment, crop information includes planning data, pre-  
planting soil preparation data, data indicative of the  
varieties of wheat being grown, data indicative of the  
25 quantity of wheat being grown, data indicative of the location

of the wheat, inputs data such as crop chemicals or other treatments, planting data, crop growth and monitoring data, including but not limited to environmental monitoring data, harvesting data, transport data, financial data, and transfer  
5 and storage data. Other data can be inputted and stored as well. Further, each farmer can input information such as whether the wheat is genetically modified, organic and kosher and what pesticides have been used.

A first stage processor, for example, a mill, using one  
10 of processor interfaces 110a...110n has access via the Internet to database 135 having stored therein data inputted by one or more farmers. In an alternative embodiment, a manufacturer, such as a bakery, and/or other participants within or outside the supply chain 200 can also access data stored in database  
15 135. In an exemplary embodiment, each processor can only access data stored in database 135 associated with farmers that have granted the processor permission. In a further exemplary embodiment, a farmer can limit which data particular processors can access. For example, a farmer may grow and  
20 harvest multiple varieties of wheat and limit a particular processor to accessing information about only one of the varieties or about only some of the fields where crops are grown.

Once the wheat is grown and harvested, the wheat is  
25 thereafter transported first to storage, for example, an

elevator, and then, upon being purchased, to a processing facility, such as a mill, for processing the wheat to flour.

A processor using one of processor interfaces 110a...110n inputs information into database 140 via processor server 125. In an

5 exemplary embodiment, the information includes planning data, wheat storage data, milling data, such as moisture and protein level, kernel size, flour storing data, packaging data, data indicative of yields in production, finished product storage data and shipping data. Other data can be inputted and stored

10 as well. A manufacturer, such as a bakery, using one of manufacturer interfaces 115a...115n can then access the information about the flour stored in database 140 via the Internet. In an exemplary embodiment, the manufacturer can only access information stored in database 140 associated with

15 processors that have granted the manufacturer permission. In a further exemplary embodiment, a processor can limit which information the manufacturer can access. For example, the processor may only allow a manufacturer to view moisture level data or lot specifications associated with the processing of a

20 particular variety of wheat or wheat recipe from specific storage containers made for their exclusive use. In an alternative embodiment, a producer using one of producer interfaces 105a...105n can also access information stored in database 140.

After the item is processed, for example, after the wheat is processed into flour, the wheat is purchased by a manufacturer, such as a bakery, via one of manufacturer interfaces 115a...115n to convert the flour into dough and then into a finished product. A manufacturer using one of manufacturer interfaces 115a...115n inputs information into database 145 via manufacturer server 130. In an exemplary embodiment, the information includes performance data, for example, data indicative of whether the finished product met specifications, quality data, for example, how a finished product scores, referred to as bake score data, and yield data. A producer and/or a processor using one of producer interfaces 105a...105n and/or one of processor interfaces 110a...110n, respectively, can then access the information about the flour, dough and/or finished product stored in database 145 via the Internet. In an exemplary embodiment, the producers and/or the processors can only access information stored in database 145 associated with manufacturers that have granted the producers and processors permission. In a further exemplary embodiment, a manufacturer can limit which information the producers and the processors can access. For example, the manufacturers may only allow one or more producers and/or one or more processors to view certain data associated with particular lots of finished products.

Other data can be inputted and stored as well by the bakery regarding the dough and/or finished product(s). The data includes minor ingredients 1610 such as sugar, shortening, salt, yeast, salt improver and ascorbic acid that were added to the dough and/or finished product(s), as shown in Fig. 16. As a result, ingredient data such as minor ingredients 1610 can be tracked. In addition, as described above, the present application applies to the tracking of any agricultural items, or other items that are unrelated to the agricultural industry, that traverse a supply chain.

Therefore, ingredients other than minor ingredients 1610 can be tracked, for instance, nutraceutical which are additives to food products that enhance the food products nutritional value.

Transactional supply chain system 100 enables a processor and/or manufacturer to store less wheat and/or flour, respectively, due to the ability of looking down the supply chain to determine, for example, available inventory and types of inventory. Transactional supply chain system 100 also enables a processor and/or manufacturer to demand wheat and flour shortly before fulfilling pending orders.

In an exemplary embodiment, transactional supply chain system 100 also includes an inspection device, not shown in Figs. 1 and 2. The inspection device can be one or more individuals, such as independent third parties, who manually

or through lab analysis perform inspections. The inspection device inspects farmer fields, growing practices, processing and storage facilities and/or associated products. The inspection device can verify that information input into

5 databases 135, 140, 145 is accurate. For example, an inspection will verify that "x wheat" is organic and does not use a particular pesticide. The inspection may be performed by an individual going to the farmer's facility to manually test the wheat, or it might be done from an analysis device at

10 the point of inspection or in the lab. In an exemplary embodiment, the inspection information is stored in a database that can be accessed via producer interfaces 105a...105n, processor interfaces 110a...110n and/or manufacturer interfaces 115a...115n.

15 In a further exemplary embodiment, a participant, which can be one or more individuals or companies, specifies points of entry along a supply chain where the participant wants feedback/verification information. For example, a participant, such as a bakery, can specifies the desired

20 feedback information such as inspection results at one or more producer fields, moisture and protein level of a certain variety of wheat or availability of key output traits tied to a specific product claim in a bakery's product, for example, having more bran than other varieties of wheat. Once the

25 feedback information is determined, the bakery can access the



information stored, for example, in a verification database.  
In addition, the participant can specify using, for example, a  
personalization engine, who in particular the participant  
wants to have access to specific information. For example, a  
5 farmer may only desire particular mills to be capable of  
viewing information about all or some of the farmer's crop.  
Each participant has control over who can view what  
information associated with the respective participant.

Fig. 3 illustrates an exemplary embodiment of a home web  
10 page 300 viewable by a producer, such as a farmer, within  
supply chain 200. The layout and content of the home web page  
300 and other web pages associated with the home web page 300  
are merely exemplary. The web page 300 enables the farmer to  
transact and manage many aspects of its business, as well as  
15 monitor the needs of other individuals and businesses. Even  
though the exemplary embodiments are explained with reference  
to the crop wheat, the present invention can be applied to  
other varieties of crops, livestock, farm inputs, machinery  
products, and a host of other products or services used in the  
20 business of farming, processing, or distributing of  
agricultural products and food.

The home web page 300 provides the farmer with many  
transactional and managerial abilities. In an exemplary  
embodiment, by selecting crop inventory tab 310, the farmer  
25 can input information about its crops and inventory into, for

example, database 135. The farmer has the ability to track the crop information from the time of planting through harvesting by field, by crop, by characteristic of the crop and/or by storage area on the farm, and know where all of this information resides real-time. As a result, the farmer can track by an inventory number the total crop, harvesting, and storage information which can then be passed on to those seeking to buy its crops.

Logistics tab 315 allows for the arrangement and management of any shipping of the farmer's crops to one or more of the farmer's customers or those who merchandise the farmer's crops, for example, to a processing mill, and to a grain elevator. A number of shipping services can be utilized including, but not limited to, truck and rail services.

Further, the logistics web page accessed upon clicking the logistics tab 315 allows the farmer to track shipments going out and coming in, for example, by order lot number and customer. Logistics box 360 which is viewable on the farmer's home web page 300 lists some of the logistics items that are also viewable on the logistics web page. These logistics items include contracts in transit, upcoming contract delivery dates and requests for authorization of particular contracts or they could include estimates from logistics providers for the cost of handling any of the farmer's logistic needs or related services. In an exemplary embodiment, the logistics

items viewable in logistics box 360 are the most timely or time sensitive items. For example, a particular contract may need shipping authorization that day or a notice may be posted that a contract is in transit or have a need to be priced that day to make it to market in time to catch the price being offered. All other logistics items are viewable at the logistics web page.

In a further exemplary embodiment, the farmer can input at the logistics web page that the farmer has a certain quantity, and quality, of a product to ship from a particular farm's storage, or from a grain elevator, that has rail or truck capacity to another location. The farmer could then send out the request for a bid or contract with a known shipping service or ship according to an existing contract the farmer has.

Grain elevator tab 320 provides the farmer access to an elevator web page for conducting and managing various aspects of business with one or more grain elevators. Aspects of business that can be conducted with a grain elevator through the elevator web page include ordering shipping to and from one or more grain elevators, monitoring what crop and how much of the farmer's crop is stored at each grain elevator and making payments for storage. Moreover, the farmer has access to information about how the crop is being stored, for example, if certain quality traits are being preserved. Such

traits include ensuring that organic crops are stored in organic locations and GMO and non-GMO crops or other identity preserved items are stored into the appropriate respective storage locations. The elevator could also communicate all manner of market making information to the farmer enabling the farmer to instruct the elevator on how to sell or hedge the farmer's crops.

First stage processor tab 325 provides the farmer access to a processor web page for conducting and managing various aspects of business with a first stage processor, such as a flour milling company, who the farmer sells wheat to. In an exemplary embodiment, agreement information is viewable via the first stage processor tab 325. For example, the first stage processor may have a need for five thousand bushels of a particular variety of wheat and that request is transmitted to one or more producers, the farmer being one. The producer can view that request via one of producer interfaces 105a...105n and respond by entering into a contract, for example, for a thousand bushels of a particular wheat. Specifically, if the farmer can satisfy the first stage processor's needs, the farmer could enter into a contract with the first stage processor through a web site 400 accessed by the first stage processor tab 325. The first stage processor's needs will thereafter adjust to four thousand bushels. Figure 4 discussed below is an exemplary embodiment of the web page 400

viewed by the farmer upon clicking the first stage processor tab 325.

Flour mill B tab 330 provides the farmer access to another processor web page, for example, another first stage processor or a processor at a subsequent stage. In an exemplary embodiment, the functioning of this processor web page is similar to the functioning of the previously discussed processor web page. In a further exemplary embodiment, there is a single processor tab that has a number of different locations or processors that the farmer can sell its product to.

Bank tab 340 gives the farmer access to a bank web page that allows the farmer to attend to its banking needs, for example, those needs arising out of transactions from elsewhere in the transaction supply chain system 100. For example, if the farmer stores its wheat at a grain elevator, it can view at the bank web page accessible through the bank tab 340 the funds used to pay for such storage. Further, if the farmer sells its wheat to the first stage processor, the farmer can view the funds received from the first stage processor. Also, if the farmer owes the first stage processor a payment, the farmer could through the bank web page accessible by clicking on the bank tab 340 put in a request to send the first stage processor the appropriate payment, as well as monitoring that the first stage processor has already

received the payment. Similarly, the farmer can have access to other services as well via the home web page 300, such as logistics, purchase of inputs and machinery repairs. Thus, bank tab 340 is merely illustrative of one of the services that can be available to the farmer via, for example, the home web page 300.

Box 355 which is viewable by the farmer on the home web page 300 list hot items and/or action status. In an exemplary embodiment, hot items are business information that is at the top of a chronological hierarchy sorted by time date --the most time sensitive information. For example, if a certain contract is shipping that day, such information can be included in the appropriate place in the box 355. As a result, the farmer has a quick reference to items on which some action, for example, an acknowledgment, is useful to the farmer itself or others in transactional supply chain system 100. Note that item 3 in box 355 is the same as item 3 in logistics box 360 since it pertains to shipping information for that day which could be considered a hot item.

In an exemplary embodiment, the farmer can view each contract referred to on the home web page 300 or on any link from the home web page 300 by clicking on the hyperlink for that contract. In a further exemplary embodiment, the viewable contracts are images of the entire electronic signature contracts, as well as including summary information

about, for example, the kind of crop, the amount of the crop,  
where the crop is stored and the monetary particulars. For  
example, the farmer can click on a particular contract # and  
there may be certain text highlighted for the farmer to  
5 confirm its approval or may ask the farmer to provide a  
missing piece of information if something is not filled out.  
Processor home web page 500 and manufacturer home web page 600  
shown in Figs. 5 and 6, respectively, also provide the  
capability to view each referred to contract. This allows the  
10 farmer to view the workings of each piece of its business  
without having to transverse several web sites of each  
supplier, buyer or provider of services.

In an exemplary embodiment, box 350 includes one or more  
links. These links include home, hot items, markets,  
15 logistics, weather, agricultural ("AG") news, AG links, user  
profile and privacy. The hot items link would connect the  
farmer to a hot items web page containing all the items of  
business that need prompt attention. Hot items are generated  
using a data sorting functionality that keeps the farmer's  
20 business sorted by date. However, any information can be  
pushed up to the top of the chronological list. In an  
exemplary embodiment, the farmer can make settings of how it  
wants its hot items to be arranged so that if the farmer  
clicks on the hot items link the farmer will see everything  
25 that is in box 355 and box 360 plus additional items that may

not be as pressing. Hot items can also include a weather service warning, a crash in agricultural prices, a rise in agricultural prices and/or the sudden need of a customer to the farmer's specific crops.

5       The markets link in box 350 gives the farmer access to a markets web page having agricultural market information. In an exemplary embodiment, the home web page 300 includes a portion of the agricultural market information, for example, wheat prices box 365 and farm market box 375. In a further  
10   exemplary embodiment, the farmer can click on a portion of box 365 and box 375 to provide the farmer with more detailed market information. The agricultural prices are updated real-time or only after a certain predetermined amount of time.

      The logistics tab in box 350 gives the farmer access to a  
15   logistics web page providing logistical, for example, shipping, information relevant to the farmer's business. The home web page 300 includes a portion of the logistical information in logistics box 360. The logistics information in logistics box 360 includes the most pressing shipping items  
20   such as notice that a certain contract is in transit, a contract delivery date, a contract will ship that date and/or a contract needs shipping authorization.

      The weather link in box 350 gives the farmer access to a weather web page dedicated to weather information. In an  
25   exemplary embodiment, the weather information is restricted to



weather conditions local to the farmer. In alternative  
embodiments, weather conditions and news for other regions can  
be accessed and displayed as well. Further, the farmer can  
request more specific weather information for a particular  
5 location through the weather web page. The home web page 300  
includes a portion of the weather information available at the  
weather web page at weather box 370. In an exemplary  
embodiment, weather box 370 includes a listing of the current  
and short term weather forecast.

10 AG news link in box 350 gives the farmer access to an AG  
news web page dedicated to current and/or past agricultural  
news and to agricultural news at web sites managed/hosted by  
others. AG links in box 350 also provides the farmer access  
to other agricultural-related web sites managed/hosted by  
15 other systems. User profile link in box 350 gives the farmer  
access to a functional web page where the farmer can control  
the settings for all the various functions provided via home  
web page 300. User profile box 380 also allows the farmer to  
access the farmer's account, view and/or change preferences,  
20 add and delete tabs, and configure weather. Privacy link in  
box 350 gives the farmer access to a web page providing  
information about a privacy policy.

It should be noted that the farmer, the processor, the  
elevators and the manufacturer each can decide on the layout  
25 and informational content of the respective home web page

through the use of a personalization engine whose purpose is to create a series of proprietary collaborative networks to enable the effective value enhanced supply chain to benefit each of the participants. There are a variety of

5 personalization engines that are well known in the art which can be used, such as Vantage Point™ for agricultural services. For example, the farmer may decide that it does not want to view certain boxes or links on the home web page 300, but still have access to such information through other channels.

10 Figure 4 depicts the processor web page 400 accessible through the first stage processor tab 325 of the home web page 300. Web page 400 provides information about business transacted between the farmer and the customer, the first stage processor. Tabs 310, 315, 320, 325, 330 and 340 are the  
15 same as those discussed with reference to Fig. 3 and therefore are not discussed again.

Box 415 includes hot items that pertain to the first stage processor's transaction information regarding past, future and ongoing contracts. Hot items can include an  
20 indication that a particular first stage processor contract needs a confirmation, funds have been received from the first stage processor for a particular contract, the first stage processor has sent funds for a particular contract, a contract is to ship that day and/or a particular contract has been  
25 signed. Logistics box 420 includes the most pressing

logistical information that only pertains to the first stage processor. Note that item 3 in box 415 is the same as item 3 in logistics box 420 since it pertains to logistics information regarding a first stage processor contract that is time sensitive. Other features of the logistic tab 315 and the logistic box 420 were described above with reference to Fig. 3 and are not explained again.

Lab results box 425 includes a listing of the lab results for particular contracts. If the farmer clicked on a contract number in lab results box 425, the farmer could view the lab results for that particular contract. Lab result information can include a variety of things like protein, DNA, pesticide content, moisture, foreign matter, ash, vitamin and mineral make-up varying greatly depending on which crop or livestock item is tested. In an exemplary embodiment, a third party inputs the lab results that are thereafter transmitted and stored in a database of transactional supply chain system and viewable via the lab results box 425. There can be a number of points in the process where quality checks can be added as a manufacturing process progresses. Such quality checks can be added, for example, at predetermined points along a supply chain and reported to one or more participants.

Needed contracts box 430 sets forth the contractual needs of the first stage processor. Specifically, the farmer views the amount, variety and date the crop is needed by. In an

exemplary embodiment, such information is viewable by more than one farmer. For example, the first stage processor may put out a request to all of its producers that it needs 1,000 bushels of a certain wheat by a certain date. The farmer can  
5 click on a contract number hyperlink and notify the first stage processor that it has all or some of the desired wheat for sale. The first stage processor can thereafter accept the offer. Once an agreement is entered into, for example, a contract is executed by the respective parties, the needed  
10 contract box 430 is updated real time --the needed quantity is reduced accordingly or the contract entry is eliminated.

Box 410 includes a contact first stage processor link, a hot items link, a pending contracts link, needed contracts link, a first stage processor news link and a sample testing  
15 link. The contact first stage processor link allows the farmer to contact the first stage processor for example by providing a phone number and address information and/or having a link to an e-mail application. Hot items link functions as described above with reference to Fig. 3, however, with  
20 reference to Fig. 4 only hot items associated with the first stage processor are displayed. Pending contracts link and needed contracts link allow the farmer to view all pending contracts with and needed contracts for the first stage processor. Needed contracts box 430 displays only the portion  
25 of the needed contract information that is the most time

sensitive. First stage processor news link provides the farmer with any news the first stage processor wishes to disseminate. Sample testing link provides information, such as protein, ash, moisture, foreign matter, GMO, non-GMO, and organic information.

Figure 5 illustrates the home web page 500 of a processor, for example, the first stage processor. The layout and content of the home web page 500 and the web pages associated with the home web page 500 are merely exemplary.

The home web page 500 is the web page viewed by the first stage processor when it accesses transactional supply chain system 100 via one of processor interface 110a...110n. Numerous tabs, boxes and links have similar functions as described with reference to Fig. 3 and therefore are not explained again.

These tabs and boxes include logistics tab 525, bank tab 530, wheat prices box 555, user profile box 570 and each of the links in box 540. Note, however, that each of the tabs, boxes and links provide information pertaining to the first stage processor. For example, box 545 includes hot items pertaining to what the first stage processor needs to do on that given day and/or other time sensitive information.

Contracts tab 510 provides the first stage processor information pertaining to all contract information, including pending supplier contracts and all pending customer contracts.

Supplier contracts pending box 560 and customer contracts

pending box 563 illustrates a portion of the contract information that is the most time sensitive information. When the first stage processor confirms a new contract, the contracts web page accessible via the contract link 510 is updated to include another entry for supplier contracts pending. Further, if the contract is time sensitive it could also be listed in supplier contracts pending box 560.

Suppliers tab 515 provides the first stage processor information regarding all of its suppliers and information pertaining to all transactions from incoming items, such as raw material. Customers tab 520 provides the first stage processor information regarding all of its customers, for example, bakery customers, and information pertaining to all transactions from outgoing products, such as flour. The first stage processor can transact business with its suppliers and customers through the web pages accessible via the suppliers tab 515 and the customers tab 520, respectively. In an exemplary embodiment, the web pages accessible via the customers tab 520 and suppliers tab 515 have their own hot items box for each of the customers and suppliers.

Logistics tab 525 allows the first stage processor to track what is coming in and what is going out, as well as transact any needed business with shipping services. For example, all transactions regarding wheat that has been or will be received and all transactions regarding flour that has

been or will be sent out can be tracked. Other information can be tracked as well. Logistics box 550 illustrates the logistics information that is the most time sensitive. In addition, lab tab 535 provides the first stage processor  
5 access to lab test results of items coming in and processed items going out.

Figure 6 illustrates the home web page 600 of a manufacturer, for example, a bakery. The layout and content of the home web page 600 and the web pages associated with the  
10 home web page 600 are merely exemplary. The home web page 600 is the web page viewed by the bakery when it accesses transactional supply chain system 100 via one of manufacturer interfaces 115a...115n. Numerous tabs, boxes and links have similar functions as described with reference to Figs. 3, 4  
15 and 5 and therefore are not explained again. These tabs and boxes include logistics tab 615, bank tab 620, hot items box 645, logistics box 650, supplier contracts pending box 655, customer contracts pending 660, user profile box 665 and home, hot items, markets, logistics, user profile and privacy links  
20 in box 640. Note, however, that each of the tabs, boxes and links provide information pertaining to the bakery. For example, hot items box 645 includes hot items relating to the bakery's business that are time sensitive.

First stage processor tab 610 provides the manufacturer,  
25 the bakery, access to a web page including information about

the first stage processor which is supplying flour to the bakery. Specifically, the first stage processor web page includes all business information regarding the first stage processor, such as all the pending and executed transactions that are involved in buying flour from the first stage processor. For example, information stating that the bakery expects to receive a certain quantity of a certain type of flour on a particular date. Further, the bakery can request that it needs, for example, five thousand pounds of rye flour by a certain date and the first stage processor could thereafter enter into an electronic contract with the bakery to supply the flour.

Customer links 625, 630, 635 provide the bakery access to respective web pages for individual customers. The bakery provides to its customers, for example, bread products such as rolls and frozen dough.

Flour status link in box 640 provides the bakery with access to a web page having test results and quality reports for incoming flour that was sent to the bakery by its various suppliers. In other words, the web page could provide a quality snap shot of all the flour the bakery has in its inventory. Quality results link in box 640 provides the bakery with access to a web page having quality and test results of outgoing baked products. Yield results by lot shows relative performance for traceable flour and provides



the bakery access to a web page for inputting information concerning how much product the manufacturer got from a given shipment of flour. For example, the bakery made x number of rolls out of x pounds of flour. The bakery can also design specific products with specific label claims knowing the information set forth above through information acquired by the farmer and the first stage processor. Such web pages allow the bakery or any other participant to track a lot of wheat completely from a retailer to the field of a farmer in the event of a food safety question, thereby enhancing the ability of the bakery to service its customers with more product offerings and to step up the ability to comply with growing food safety regulations based on traceability on the federal and state level.

In an exemplary embodiment, an ingredient history of a product is stored in one or more databases of transactional supply chain system 100 which allows tracing and verification of at least all product ingredients all the way back to one or more seed companies, or further if applicable. The database can be either database 135, database 140 or database 145, or a combination thereof. Other databases not shown in the drawings can be utilized as well. In a further exemplary embodiment, information is transmitted back to an originator of an ingredient, for example, a company providing seeds,

informing the seeding company of the performance of its seeds at one or more points along a supply chain.

Figures 7 through 15 illustrate an exemplary embodiment for tracing an item as the item develops into another item and progresses along a supply chain. Like reference numerals designate like data in the figures. In the exemplary embodiment, a supply chain including a farm, a mill and a bakery and a product such as bread is described. The components of this supply chain and the item, however, are merely illustrative.

Figures 7 through 9 illustrate the tracing of the ingredients used in a particular bread product starting at the farm stage 700 of a supply chain. As previously noted, the tracing of ingredients of products can begin before a producer, such as from a seeding stage. The tracing of the bread product ingredients begins when a farmer inputs information about the wheat used in the bread product, for example, field and planting data 705, into database 135 via the respective producer interface 105a...105n, as shown in Fig. 7. Field and planting data 705, as well as storage information if applicable, is then audited, for example, by a third party 710 and audit results data 810, shown in Fig. 8, is generated and stored in database 135. The grain is thereafter harvested and marked as a specific inventory lot. Information about the harvested grain, for example, quantity

and quality information, is input by the farmer into database 135 and stored as producer inventory lot #A data 805 shown in Fig. 8. Audit results data 810 and producer inventory lot #A data 805 are stored in database 135 either together as a single record or as multiple records in association with each other. A lab test on the grain 815 is performed and test results data 905, shown in Fig. 9, is generated and stored in database 135. As can be seen in Fig. 9, producer inventory lot #A data 805, audit results data 810 and test results data 905 are stored in database 135 either together as a single record or as multiple records in association with each other. The grain, referred to in Fig. 9 as available inventory 910, is then offered for sale in transactional supply chain system 100.

Figures 10 through 12 illustrate the tracing of the wheat and flour used in the particular bread product at the mill stage 1000 of the supply chain. Available inventory 910 or a portion thereof is purchased by a mill, as shown in Fig. 10, for example, via one of processor interfaces 110a...110n.

Information about the purchased grain, for example, the location of the stored grain, the quantity of the grain and the quality of the grain, is generated and stored in database 140 as grain inventory bin #1 data 1005. Further, PI lot #A data 1010 is generated which includes all known information about the available inventory 910 purchased from the farmer.

In an exemplary embodiment, this information includes producer inventory lot #A data 805, audit results data 810 and test results data 905. PI lot #A data 1010 and grain inventory bin #1 data 1005 are stored in database 140 either together as a single record or as multiple records in association with each other. An experimental mill test 1015 is then performed and mill test results data is generated and stored in database 140.

Next, the mill creates a wheat mix in part from the grain of available inventory 910 and generates and stores wheat mix #1 data 1105 in database 140, as shown in Fig. 11. Wheat mix #1 data 1105 includes, for example, quantity information and quality information. Further, grain bin #1 data 1005, shown in Fig. 11 under wheat mix #1 data 1105, also includes mill tests results data from experimental mill test 1015. Wheat mix #1 data 1105, grain bin #1 data 1005 and PI lot #A data 1010 are stored in database 140 either as a single record or as multiple records in association with each other. An additional experimental mill test 1115 is thereafter performed on the wheat mix and mill test results data is generated and stored in database 140. Specifically, wheat mix #1 data 1105, shown in Fig. 12 under mill flour lot A data 1205, also includes the mill test results data. The mill next processes the wheat mix into flour and generates information about the flour as mill flour lot A data 1205, as shown in Fig. 12.

A mill yield formula could also be used by the mill to determine the conversion efficiency of grain to flour by grain lot. The following industry standard conversion formula is used:

2.3 bu. @ 60lb. test weight = yield of 100 (1)

lbs. of flour

Other formulas can obviously be used as well in place of or in conjunction with the above formula.

Figures 13 through 15 illustrate the tracing of the flour, dough and finished bread product at a bakery stage 1300 of the supply chain. A bakery purchases the flour from the

mill, receives performance report 1220 and stores the flour in a flour lot bin. Flour lot bin #1 data 1305 is generated which includes, for example, information about the location and conditions of the bin the flour is stored in, the quantity of the flour and the quality of the flour, as shown in Fig.

13. Flour lot bin #1 data 1305 is stored in database 145 along with data about the history of the flour. Specifically, flour lot bin #1 data 1305, mill flour lot A data 1205, wheat mix #1 data 1105, grain bin #1 data 1005 and PI lot #A data 1010 are stored in database 145 either as a single record or as multiple records in association with each other.

Using flour from the flour lot bin associated with flour lot bin #1 data 1305, the bakery creates dough and generates dough #A data 1405, as shown in Fig. 14. Dough #A data 1405 includes, for example, quantity information and quality information. Dough #A data 1405, flour lot bin #1 data 1305, mill flour lot A data 1205, wheat mix #1 data 1105, grain bin #1 data 1005 and PI lot #A data 1010 are stored in database 145 either as a single record or as multiple records in association with each other. Batch test 1415 is thereafter conducted on the dough corresponding with dough #A 1405 and batch test data is generated and stored in database 140. Specifically, dough #A data 1405, shown in Fig. 15 under finish product #1 data 1505, also includes the batch test data.

Further, in the event minor ingredients 1610 are added to the dough and/or finished product(s), these minor ingredients are tracked, as shown in Fig. 16, in the same manner as other items are tracked along a supply chain as described herein with reference to Figs. 7 through 15.

The dough is used by the bakery to create bread and the bakery generates finish product #1 data 1505 corresponding to the produced bread, as shown in Fig. 15. Finish product #1 data 1505 includes, for example, quantity information and quality information. Finish product #1 data 1505, dough #A data 1405, flour lot bin #1 data 1305 mill flour lot A data 1205, wheat mix #1 data 1105, grain bin #1 data 1005 and PI lot #A data 1010 are stored in database 145 either as a single record or as multiple records in association with each other. Performance, for example, quantity of loaves, texture and taste, are then scored and data indicative of the performance is stored in database 145 as bake score data 1515 and can be compared with other units of production.

Even though Figs. 7 through 15 were described with reference to storing information in database 135, database 140 and database 145, other databases or memory storage devices can used as well. Further, the present application is not limited to the database architecture shown in Fig. 1. For example, a single database or cluster of databases networked

together can be accessed by each of the interfaces shown in Fig. 1.

As a result of tracing the development of an item, such as a bread product, as described above with reference to Figs.

5 7 through 15, information about every item, such as ingredients, included within the item can be verified. Information is continuously and progressively stored in one or more databases along an entire supply chain that allows one to verify a brand claim of a particular finished product or lot  
10 of finished products, such as XYZ product is 100 percent organic.

Fig. 17 illustrates a further exemplary embodiment of the present application. As shown in Fig. 17, traceability of an item or items can originate from a plurality of stages along  
15 supply chain 1700, for example, from point 1725a, point 1725b, point 1725c and/or point 1725d. The stages along supply chain 1700 include farm 1705, elevator, 1710, mill 1715 and bakery 1720. These stages have the same roles as described above with reference to Figs. 1 through 16 and are therefore not  
20 described again. Traceability can be originated, however, from each stage in supply chain system 1700. Traceability originates at a respective stage by that stage entering as much information as it has or can determine, for instance, into transactional supply chain system 100, regarding the  
25 history of the item prior to the item's arrival at the stage.



Farm 1705 plants seed 1730, and grows and harvests wheat from seed 1730. Seed 1730 may have a certified tag number 1735. Fig. 19 illustrates an exemplary seed tag 1905

including certified tag number 1735. Seed tag 1905 also

5 includes information such as the seed name, information about the seed company, such as name, address and telephone number, a lot number, purity information, inert matter information, weed seed information, approximate number of seeds per pound, germination information, origin information and date and

10 weight information. More or less information can be included in seed tag 1905. Farm 1705 can originate traceability at point 1725a by inputting information, including information from seed tag 1905 and/or other information (collectively referred to herein as "crop information") into, for example, 15 transactional supply chain system 100 described above with reference to Fig. 1. Farm 1705 can acquire information about the crop variety, where the crop was grown and who was the grower from a source other than a seed tag.

In the event farm 1705 does not input crop information 20 into transactional supply chain system 100, elevator 1710 can originate traceability at point 1725b along supply chain 1700. Elevator 1710 originates traceability at point 1725b by inputting as much information as elevator 1710 has or can determine about the history of the item prior to its arrival 25 at their facility. For example, elevator 1710 can input crop

information into transactional supply chain system 100  
regarding the history of the stored grain. After the crop  
information has been entered into transactional supply chain  
system 100, the information will be searchable by participants  
5 like described above with reference to Figs. 3 through 6.

Elevator 1710 can input other information pertaining to that  
stage of supply chain 1710 such as storage data, packaging  
data and shipping data.

Similarly, if farm 1705 and/or elevator 1710 do not input  
10 crop information and storage related information,  
respectively, mill 1715 can originate traceability at point  
1725c. Mill 1715 originates traceability at point 1725c by  
inputting as much information as mill 1715 has or can  
determine about the history of the item prior to its arrival  
15 at their facility. For example, mill 1715 can input crop  
information and storage related information into transactional  
supply chain system 100. Mill 1725 can also input information  
pertaining to that stage of supply chain 1710 such as planning  
data, storage data, milling data, packaging data, data  
20 indicative of yields in production, finished product storage  
data and shipping data. Thus, the history of the grain is  
recorded and can be retrieved and viewed.

Lastly, if farm 1705, elevator 1710 and/or mill 1715 do  
not input crop information, storage related information and  
25 processing information, respectively, bakery 1720 can

originate traceability at point 1725d. Bakery 1720 originates traceability at point 1725d by inputting as much information as bakery 1720 has or can determine about the history of the item prior to its arrival at their facility. For instance,  
5 bakery 1720 can input crop information, storage related information and processing information into transactional supply chain system 100. Bakery 1720 can also input information pertaining to that stage of supply chain 1710 such as planning data, storage data, milling data, packaging data,  
10 data indicative of yields in production, finished product storage data and shipping data. Accordingly, the history of the dough and bread is recorded and can be retrieved and viewed. In an exemplary embodiment, the information input by farm 1705, elevator 1710, mill 1715 and/or bakery 1720 is  
15 utilized in the same manner as described above with reference to Figs. 7 through 16.

Farm 1705, elevator 1710, mill 1715 and bakery 1720 may not be authorized to input information relative to their respective stage, for instance, because they are not  
20 participants in transactional supply chain system 100 or they may not input information pertaining to their respective stages because they are not acting diligently.

As a result of allowing one or more participants along a supply chain to originate traceability, participants up the  
25 supply chain are not dependent on participants, or non-

participants, below the respective participant inputting information into exemplary system 100 about the history of the ingredient and/or product.

The embodiments described above are illustrative examples of the present invention and it should not be construed that the present invention is limited to these particular embodiments. Various changes and modifications may be effected by one skilled in the art without departing from the spirit or scope of the invention as defined in the appended claims.